

How to Start a Blog: Step-by-Step Guide to Start Blogging with Free Hosted Blog

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04/08/2017



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Before reading the guide “How to Start a Blog”, You should ask a question to yourself are you really want to do it? Blogging is not something like you would do for some time. It is a passion to write the article in a specific domain and It needs work hard. Many bloggers are doing full time as a profession and some doing as a business. For example, Meet Shradha Sharma.



Meet Shradha Sharma

One more Awesome blogger, India's no.1 media platforms for the entrepreneurs. she is one among top 10 bloggers in India. **YourStory.com** is her main blog which is dedicated to *passionately championing and promoting the entrepreneurial ecosystem in India.*

Shradha from Patna, Bihar but works from Bangalore, India. The website which was started in 2008 has profiled more than 15000 entrepreneurs over the last 8 years and is now globally recognized blog.

Estimated earnings: \$35,000/month (Rs 20,00,000/month.)

Blogging is an amazing game which has some level. But it is not a new game It has been started the 90s, And Google also likes bloggers because the market needs content maker and Internet has been growing.

So, The big players of blogging what they think about it?

What people are saying about blogging?

Do something you are passionate about because it won't feel like work. This way you will work harder and longer.

Neil Patel

People often ask me how am I able to write several blog posts in a day? My reply is simple: I stay in the zone. I eliminate all distractions and just write."

Syed Balkhi

99.9% of great bloggers are not awesome on day 1. Their awesomeness is the accumulation of the value they create over time."

Darren Rowse

Quotes for illustration purposes only

Well, Now we have understood blogging has potential and It works for you if you want to play this game.

Let's start with free blogging platform and learn how to start a career in it. I am going teach you to step by step how to build a free blogging site.

How to Start a Blog (Step 1): Start Observing Leading Blogs In Your Domain

Like, I am Digital Marketing and Social Media Marketing Blogger and I am leading in this domain. So How I started and How I learned? It's so simple If you have no idea and want to learn then learn from others and identify and observe the posting on some top blogs.

[The 10 Best Digital Marketing Blogs You Should Be Reading | BFM](https://www.bluefountainmedia.com/blog/the-10-best-digital-marketing-blogs-you-sh...)

[https://www.bluefountainmedia.com/blog/the-10-best-digital-marketing-blogs-you-sh... ▾](https://www.bluefountainmedia.com/blog/the-10-best-digital-marketing-blogs-you-sh...)

So take a look at one (or all) of them, and see if any of your favorites made the list. The **Moz** Blog: Content Marketing Institute: **Marketing Land**: Econsultancy: Kissmetrics: Convince & Convert: Socialfresh: PR Daily News:

[The Top 6 Digital Marketing Blogs Every Business Should Bookmark ...](https://digitalmarketinginstitute.com/blog/top-6-digital-marketing-blogs-every-business...)

[https://digitalmarketinginstitute.com/blog/top-6-digital-marketing-blogs-every-business... ▾](https://digitalmarketinginstitute.com/blog/top-6-digital-marketing-blogs-every-business...)

Digital Marketing News & Views: **Marketing Land**: What You Can Expect: Digital Marketing Stats & Studies: Kiss Metrics: What You Can Expect: Search Engine Marketing: **Moz** Blog: What You Can Expect: Content Marketing: Content Marketing Institute: Social Media: Social Media Examiner: Google Analytics: Occam's Razor.

[Best 20 Digital Marketing Blogs you Should Start Following Today](http://www.digitalvidya.com/blog/best-digital-marketing-blogs/)

[www.digitalvidya.com/blog/best-digital-marketing-blogs/ ▾](http://www.digitalvidya.com/blog/best-digital-marketing-blogs/)

Jan 18, 2017 - If you are keen on knowing new things about the digital marketing industry then Marketing Land is one of the best digital marketing blogs.

[Digital Marketing & Data Analytics Blog - Digital Vidya](http://www.digitalvidya.com/blog/)

[www.digitalvidya.com/blog/ ▾](http://www.digitalvidya.com/blog/)

Subscribe to Digital Vidya's Digital Marketing & Analytics blog. Learn from Global ... Best Image SEO Practices Now on Your Fingertips · Mahima Sood - 3rd ...

Jasleen Kaur · Mahima Sood · Top 5 Google Chrome ... · How Google AdWords ...

[My Top 33 Digital Marketing Blogs | Convince and Convert: Social ...](http://www.convinceandconvert.com/digital-marketing/my-top-33-digital-marketing-blogs/)

[www.convinceandconvert.com/digital-marketing/my-top-33-digital-marketing-blogs/ ▾](http://www.convinceandconvert.com/digital-marketing/my-top-33-digital-marketing-blogs/)

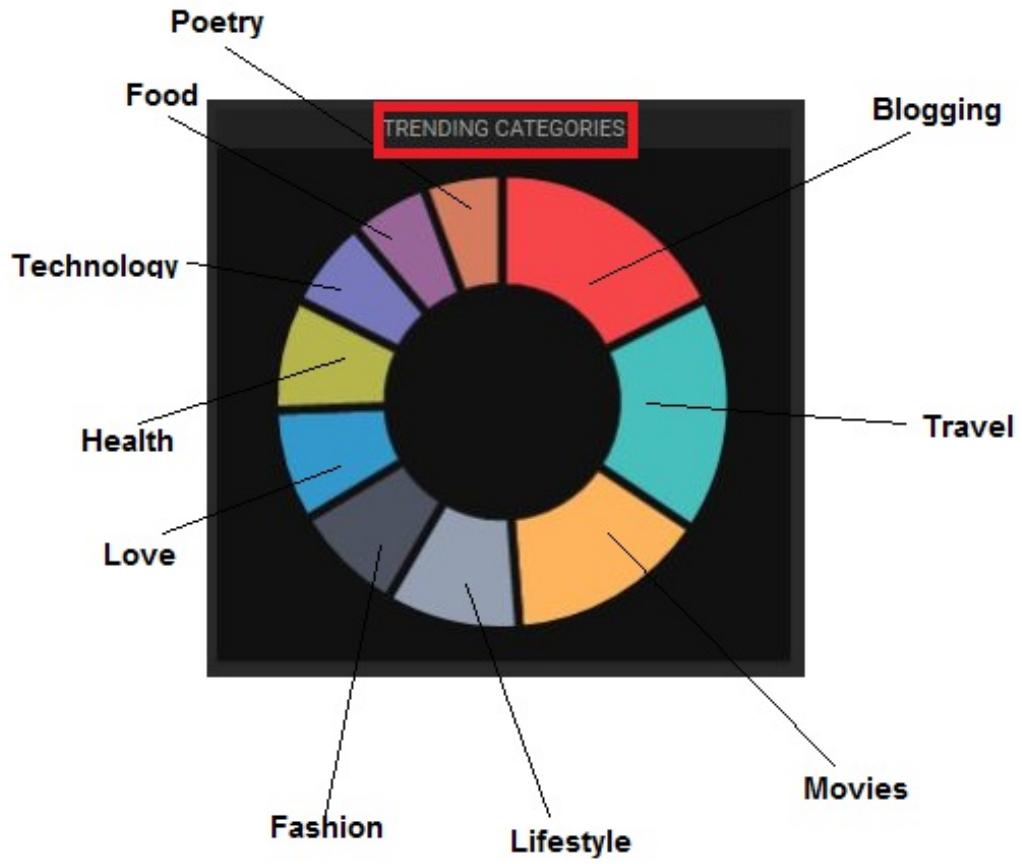
Aug 22, 2014 - 33 top digital marketing blogs read and subscribed to by Jay Baer of Convince and Convert.

Some Suggestions:

- Simply go to Google and search top blog in your domain
- You can use some metric tools like [Alexa](#) and [Similarweb](#)
- You need to learn how to create high-quality content because is all about subjective
- Blogging need regularity it means you must post blogs at regular intervals.

How to Start a Blog (Step 2): Decide the theme of your blog

A question asks to yourself, What are you passionate about? Like, Cooking, entertainment, Bollywood-Hollywood, Travelling, Health, Digital Marketing, Blogging, and etc. Some Trending like



You should decide your theme and stick to one. It is most important part of your blog because you will spend time and effort. Pick your best theme where you will be comforted.

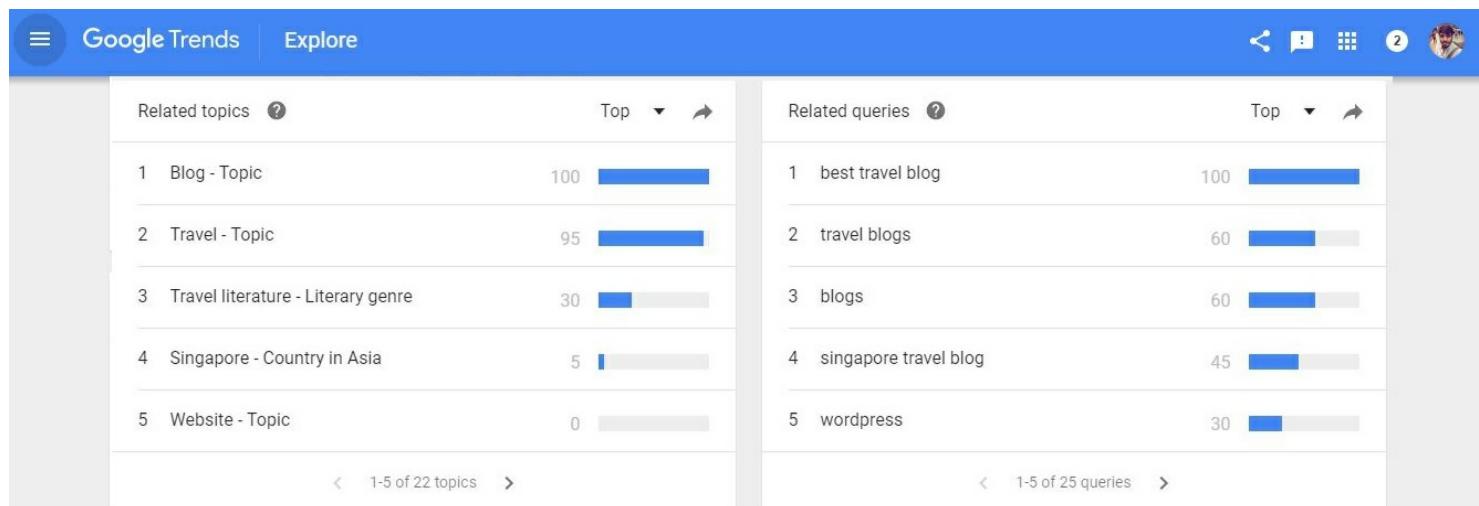
Some Guidelines:

- You must choose a generic theme that gives you a lot of new idea about blogs
- Always create the audience based blog what the audience wants to read and share.
- You can use some tools to find what people actually want.

[Google Keyword Planner tool](#) (This tool gives ideas what other people looking for the topic to write)

Ad group (by relevance)	Avg. monthly searches	Competition
India Travel (18) india travel, travel to india, travel india, travel...	10K – 100K	Medium
Best Visit (56) best places to visit in india, best places to vis...	100K – 1M	Low
Holidays In India (17) holiday destinations in india, top holiday dest...	10K – 100K	Medium
India Tour (11) india tours, tours of india, tours in india, nort...	10K – 100K	Medium
Best Tourist (16) best tourist places in india, india best tourist ...	10K – 100K	Low
Packages India (6) holiday packages in india, india tour packag...	10K – 100K	High
India Tourism (9) india tourism, tourism in india, north india tou...	100K – 1M	Low
Places In South (7) tourist places in south india, south india touri...	10K – 100K	Low

Google trend (This tool gives idea about what trending nowadays)



How to Start a Blog (Step 3): Think About Your Blog Name

Now it time to set your blog name. Before putting, your blog name you should think about it. You must think some catchy name like [SocialSamosa](#), [DigitalDeepak](#), [YourStory](#), and etc. If you don't want to spend money on buying a domain name and hosting service you can start with free hosted service like [WordPress](#). It gives you a subdomain name like [mykitchen.wordpress.com](#). And in future, if you will get a good audience then you will be able to transfer free hosted to paid blog.

WordPress powers 28% of the internet.

Join the global community.

WordPress.com is the easiest place to get started.

Get a custom domain, no ads, and support from \$4.00/ mo.

[Get Started](#)

[See Plans](#)

Some Guidelines:

- Keep your domain name unique and try to use keywords in your domain, It will help in Search Engine Ranking.
- Keep your domain name generic but not specific. For example, **DigitalDeepak** is easy to recall and it has space to promote the whole information about Digital Marketing (*Social Media Marketing, Email Marketing, Search Engine Marketing and Search Engine Optimization*) But **SocialSamosa** can only share information about Social Media.

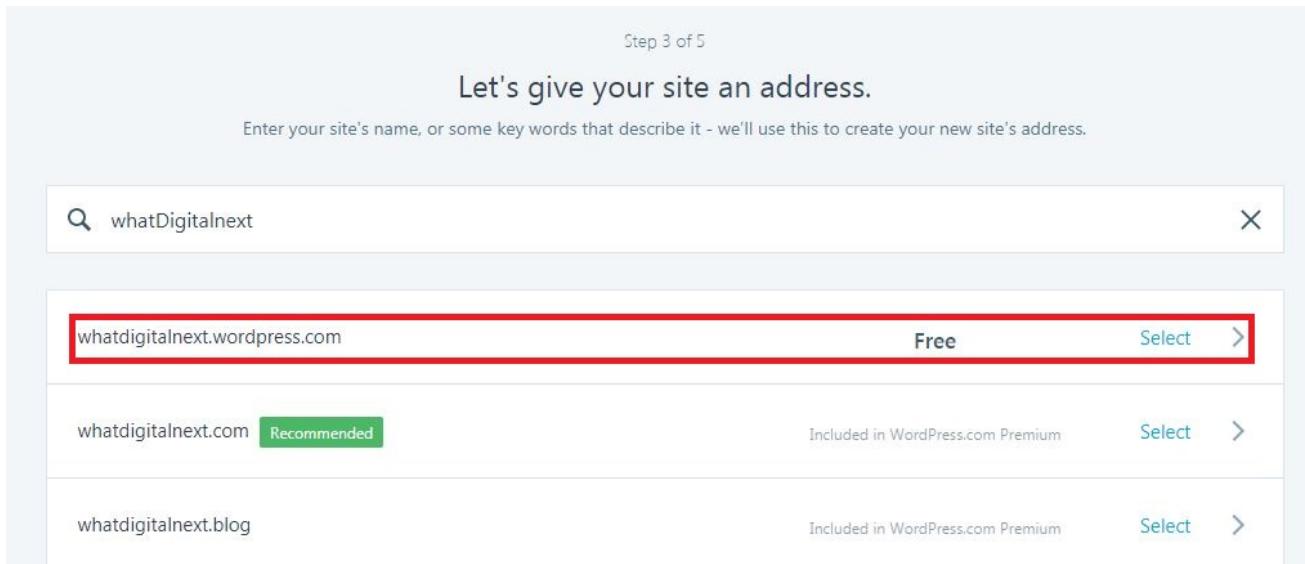
How to Start a Blog (Step 4): Set Up Your Free Blog

Now It's time to open that window where you can start your first free blog. You have many options to start your first blog. I have a list of the free blog sites. See below

- WordPress.Com
- Blogger.Com
- Medium.Com
- Squarespace.Com
- Wix.Com
- Weebly.Com
- Ghost.Org
- Penzu.Com
- Svble.Com
- Webs.Com
- Tumblr.Com, and etc

I recommend WordPress.com because it is easy to customize with more features and transferred to free to self-

hosted blog and monetize also. So, click at [WordPress.com](#). And grab free Plan! If you confuse about blog name, you can put your name. for example, *Missmalini, Neilpatel, Soravjain, dpvishwakarma*, and etc.



Step 3 of 5

Let's give your site an address.

Enter your site's name, or some key words that describe it - we'll use this to create your new site's address.

whatDigitalnext

Domain	Type	Action
whatdigitalnext.wordpress.com	Free	Select >
whatdigitalnext.com	Recommended	Included in WordPress.com Premium Select >
whatdigitalnext.blog		Included in WordPress.com Premium Select >

Select free hosted blog

After sign-up in WordPress, You get a package of things like

- You get a URL like **www.whatdigitalnext.wordpress.com**
- You can upload images up to 3 GB
- You get 200+ free theme for your blog site
- You can customize your blog site like, You can add pages, social accounts, background images, and etc
- You get an analytics tool

Note: This Package has no video storage.

How to Start a Blog (Step 5): Set The Layout of Your Blog

Make your blog site beautiful because of looks matter. Select the best theme and write good and catchy site tagline. Simply go to my site (top left) and fix it.

The screenshot shows the WordPress.com dashboard. On the left, there's a sidebar with various management options like Blog Posts, Pages, Media, Themes, and Settings. The 'Settings' option is highlighted with a red circle. The main area is titled 'General' and contains sections for 'Site Profile' (with a site icon, title 'Digital marketing learning place', and tagline 'Best Guide to Start Your Digital Marketing Journey practically.'), 'Site Address' (set to 'whatdigitalnext.wordpress.com'), and 'Language' (set to 'en - English'). A red oval highlights the 'Site Profile' section.

You can change your theme or customize your theme.

This screenshot shows the theme selection interface. On the left, the sidebar includes 'Site Preview', 'Plan' (Free), and 'Themes' (Customize). The 'Themes' option is circled in red. The main area features a search bar with the placeholder 'What kind of theme are you looking for?' and filters for 'All', 'Free', and 'Premium'. Below the search bar, there are categories like 'SEARCH BY' (Feature, Layout, Column, Subject, Style) and 'WordPress.com themes (130)'. It displays four theme cards: 'Apostrophe 2', 'AltoFocus', 'Intergalactic 2', and 'Twenty Seventeen'. Each card shows a preview image and some descriptive text. A red oval highlights the 'Free' filter button.

Your theme should be according to your writing style and content. If your blog is about photography, You would pick a photo based theme.

You can change your blog site according to your requirements, You can add Logo, Menu, choose background color, font style, and header image. In case if you want to add an image then you can add it from free image websites.

- [Freepik](#)
- [Pexels.com](#)
- [The Stocks](#)
- [Stock Up](#)
- [Designers Pics](#)

- [Unsplash](#)

How to Start a Blog (Step 6): Identify the Categories Of Content You Will Be Blogging About

After Setting all the basic thing to your blog, Now you are ready to publish posts for your blog site. But you need to read some leading blogs about your domain and understand the concept, writing style, and presentation. This would be work if you follow them.

Some Guidelines:

- You should get some idea from some discussion forums like Yahoo Answers, Reddit, and Quora that how to write a post and publish it.
- Take time to write a post and do research on the topic before publishing. Don't copy any content or images.

How to Start a Blog (Step 7): Write Your First Blog Post

Well, You are capable to create your first blog post. So start writing and cover below fundament elements in your blog post.

- Introduction of the blog post theme
- Involve yourself in post
- Give some live example
- Introduce your future blog post idea
- Ask user to subscribe to your blog site

How to Start a Blog (Step) 8: Publish a Blog Post

Now It's time to put your content On the internet. Simply click on the '**New Post Button**' and write your content.

The image shows a screenshot of a blog editor's rich text toolbar. At the top right, there are two tabs: 'Visual' and 'HTML'. Below the toolbar, there are several icons for different functions: a plus sign for adding media, a dropdown for paragraph styles, bold ('B'), italic ('I'), horizontal lines, a link icon, double quotes, and other alignment and list icons. To the right of the toolbar, there is a green circular icon with a white letter 'G'.

"Blogger" one of the most energetic profession at present time. If you can write the article or you love writing and sharing knowledge Then you can start your blogging journey. It takes only time, not money.

This WordPress writing tool gives many features like

- You can add many headings and subheadings (h1, h2, h3, h4, h5)
- You can make your paragraph bold, italic and Blockquote
- You can Add any URL
- You can insert images by insert menu or do drag and drop



- You can add Categories to the post. The category must be related to your blog post

Categories

- Affiliate Marketing
- Digital marketing
- Email Marketing
- Search Engine Marketing
- Search Engine Optimization
- Social Media Marketing

- You can edit or add something after publishing your Blog post.

How to Start a Blog (Step 9): Connect Your blog Site With Social Media Channel

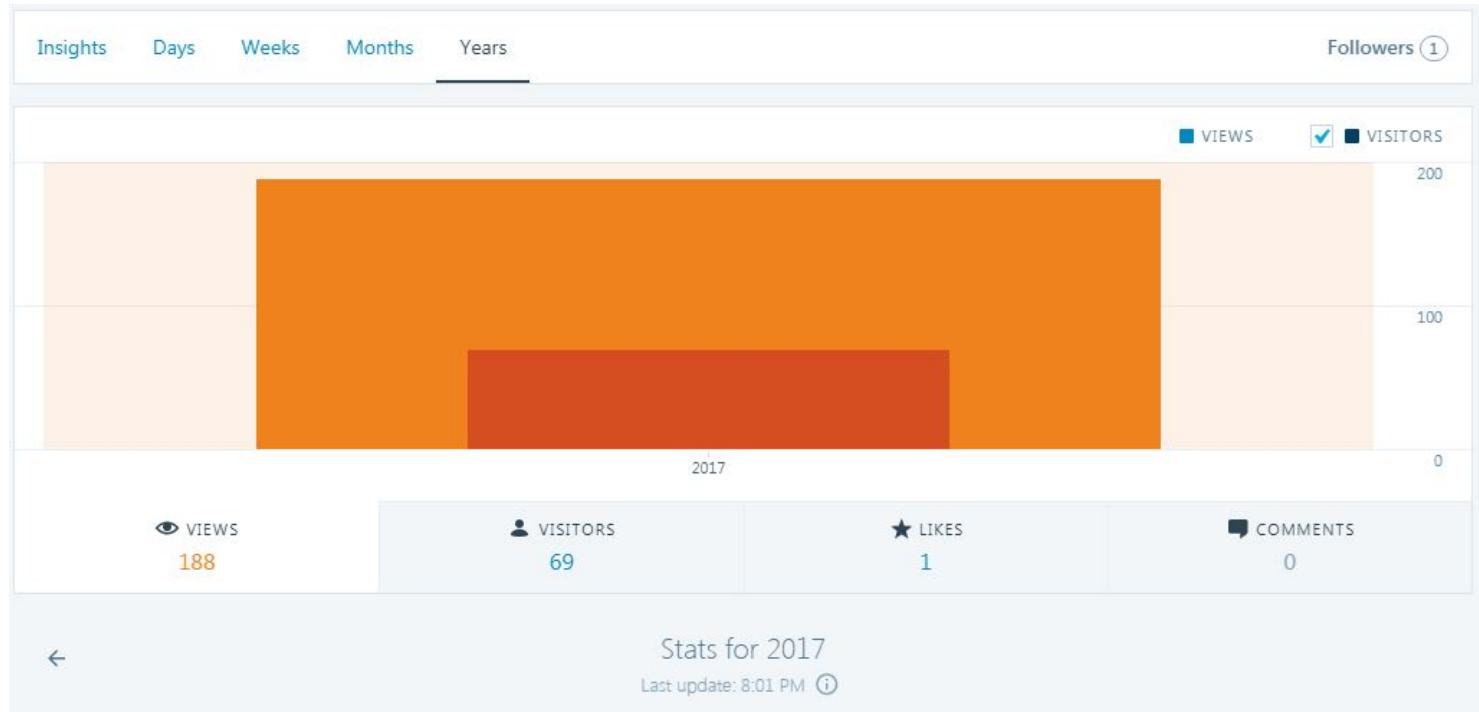
This is a good feature to increase your blog post reach through the Social media channels. Connect your social

media and share directly.

The screenshot shows the WordPress dashboard with a sidebar on the left containing links like Plan, Manage, Personalize, Themes, Configure, and Sharing. The Sharing link is highlighted with a red box. The main area shows sharing buttons for Facebook, Twitter, Google+, LinkedIn, Tumblr, and Path, each with a 'Connect' button and a dropdown arrow. A banner at the top says 'No Ads with WordPress.com Premium'.

How to Start a Blog (Step 10): Understand The Stats

You can measure your traffic through WordPress Stats tool. It's not much advanced but it gives approximately. You can get details about the location of visitors.



Extra Step: Understand Rules and Etiquettes Of Blogging

This is an extra step for better understanding about blogging. After this step, you will be fully prepared for blogging in

your own world. If you take it seriously then you can be shifted free to paid hosting.

Some Guidelines:

A good blogger always tries to boost their knowledge and keep trying to connect to the Internet world. You should keep these below points at the time of writing any blog.

Keep the focus on blog post title:

- Write a catchy title and it should be accurate and clear
- The title should contain numbers (e.g. Top 10 places in India to visit)
- Keywords must be used in title and length of the title should not more than 60 characters.

Content is king:

- Always start with introduction and catchy words to grab the attention of the readers
- Keep your content in paragraphs and points because it creates interest
- Put some real life example related to the topic
- Don't write long heading or subheading it may create distraction
- Don't use jargons
- The Blog post should be approximately 800-1,000 words
- Use more visuals/videos to increase the SEO value of the post
- Edit your content but before publishing, and
- Use some grammar checking tool (**Grammarly**) for better content.

Call to Action (CTA)

You should always ask the readers for subscribing to a blog, download the free e-book, share the blog post, suggestions in the comments section, free study material, or free training course.

Conclusion

You have built your free blog by reading "How to Start a Blog guide". This guide is will help if you will forget any step or confuse with any section simply read again and again and apply it.

Blogging is a most powerful thing if you take it seriously and work on it. It will give you skills, name, fame, money, time, freedom if you passionate about it. So, Keep blogging!